

Message Text

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43

ACTION COME-00

INFO OCT-01 EUR-25 ADP-00 EB-11 RSR-01 RSC-01 /039 W

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R 101450Z JUL 73

FM AMEMBASSY BERN

TO SECSTATE WASHDC 7968

AMEMBASSY BRUSSELS

AMEMBASSY BONN

AMEMBASSY PARIS

AMEMBASSY THE HAGUE

AMEMBASSY MILAN

AMCONSUL HAMBURG

AMCONSUL ROTTERDAM

UNCLAS BERN 2844

SECSTATE FOR OIFI FOR SHEAFFER

FOR GARRETT IN PARIS

FOR FAGAN IN BRUSSELS

E.O. 11652: N/A

TAGS: BGEN/XG SZ

SUBJECT: REVERSE INVESTMENT CONFERENCES

REF: BERN 2755 NOTAL

1. DEPARTMENT AWARE THAT GOTTLIEB DUTTWEILER INSTITUT (GDI) HAS SCHEDULES 3-DAY SEMINAR (DEC 6 - 8, 1973) ON "THE U.S. AS A MARKETING AND INVESTMENT OPPORTUNITY." INSTITUTE IS AN INTERNATIONALLY KNOWN, NON-PROFIT ORGANIZATION WHICH PRESENTS FREQUENT SEMINARS ON SOCIAL, ECONOMIC, AND BUSINESS MANGEMENT TOPICS. REPUTATION IS EXCELLENT AND EMBASSY DEEMS GDI'S AGREEMENT AT OUR URGING TO SCHEDULE A SEMINAR DEDICATED TO THE USA AS POSITIVE ACHIEVEMENT. INDEED, SPEAKERS THUS FAR RECRUITED INDICATE NOT ONLY IMPORTANCE GDI ATTACHES TO SEMINAR BUT AUGURS WELL FOR ITS SUCCESS.

2. SINCE THIS WILL BE FIRST MAJOR ATTEMPT IN SWITZERLAND

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TO REACH WIDE CIRCLE OF EUROPEANS (GDI PLANS DRAW SIXTY

PERCENT ITS ATTENDEES FROM GERMANY, BALANCE FROM AUSTRIA AND SWITZERLAND), WE DISTRESSED TO LEARN OF AMERICAN CHAMBER IN GERMANY PLAN TO SCHEDULE SIMILAR EVENT STUTTGART ONE WEEK PRIOR GDI SEMINAR. EMBASSY BRUSSEL'S SUGGESTION WHILE LAUDABLE AND DESERVES EVERYONE'S SUPPORT ALSO COMPLICATES CALENDAR. SCHEDULING THESE EVENTS WITHIN WEEKS OF EACH OTHER SUGGESTS TOO MUCH OF A GOOD THING AND COULD HAVE AN OVERKILL EFFECT. WE QUESTION, THEREFORE, WISDOM OF BRUSSELS' SCHEDULING THESE SESSIONS SIX WEEKS BEFORE GDI EVENT.

3. GIVEN THE FACT THAT EMBASSY WAS LED TO BELIEVE THAT THIS WAS THE "YEAR OF SWITZERLAND AND FRANCE" INsofar AS REVERSE INVESTMENT SEMINARS CONCERNED, WE SUGGEST POSTPONEMENT OF BRUSSEL SPONSORED EVENTS TO LATER DATE. PERCIVAL

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